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WHITE HOUSE NEWS GOES 'ELECTRONIC'

Effective Sept. 17, White House news became available electronically on the same system as USDA's news. The new service has been added to the ITT Dialcom "News" system.

Access and retrieval of the White House news is about the same as that for accessing "USDA Online" and the Food & Drug Administration's "Electronic Bulletin Board," also on the ITT Dialcom system.

The White House news (WHNEWS) is a general interest wire service made available by the White House Office of Media Relations. The new service contains complete and immediate information from the White House Press Office, Office of the Vice President, Office of the First Lady, Office of Management & Budget and other Federal agencies supplying information indicators.

The service supplies the full text of news releases, speeches, personnel appointments and disaster statements. WHNEWS information contains instant reference telephone numbers for follow-up.

The White House news can be accessed through the simple command, "NEWS" and by selection of menu option No. 52. USDA national news releases are available under menu option No. 51.

The addition of the White House news to USDA, FDA and Army Reserve news is the beginning of plans by several Federal departments and agencies to offer their news electronically through the ITT Dialcom "electronic publishing" system to news media and other publics.

Already CBS News, RKO Radio and NEWSWEEK magazine have acquired Dialcom mailboxes in order to access Federal news, with ABC News, NBC News and some other news services ready to join as soon as more Federal agencies add their news releases to the system.

ITT Dialcom officials have been meeting with Federal (including USDA) public affairs officials in planning the centralized electronic news service. The National Association of Government Communicators also is supporting the effort, and most likely will have some important announcements to make about the developments at the organization's annual convention in November.

APHIS HAS OPENING IN MARYLAND

USDA'S Animal & Plant Health Inspection Service has an opening for a GS-9/11 public affairs specialist at its Hyattsville, Maryland, office. But the announcement closes Sept. 24.

King Lovinger, director of information at APHIS, described the position as an across-the-board information job heavy on the preparation of news releases and feature material, but involving work with all media on regulatory programs.

Applicants must request the announcement to respond to quality ranking factors. Contact is: USDA, APHIS, Field Servicing Office, FPS, Butler Square West, 5th Floor, 100 North Sixth Street, Minneapolis, MN 55403, or call (612) 349-5936 or FTS 787-5936.

VIDEO SPECIALIST SOUGHT

A video specialist is sought by Albert T. Gonzales, director of personnel and affirmative action, Cooperative Extension Service, New Mexico State University.

Deadline for application is Oct. 1.

The position title is extension associate I (video specialist) and pays a minimum of \$16,000. Individual selected will need own vehicle. The allowance is 22 cents per mile.

For details on the responsibilities and basic qualifications for the position, contact Gonzalez at the Personnel Office, Box 5273, New Mexico State University, Las Cruces, NM 88003, or call his office at (505) 646-2420.

OKLAHOMA STATE NEEDS HELP

They're looking for a radio/tv production manager at Oklahoma State University.

The job is scheduled to be filled Nov. 1 or as soon thereafter as a qualified candidate is available. The deadline for accepting applications is Sept. 20.

Contact is Charles N. Voyles, Head, Agricultural Information Services, 102 Public Information Building, Oklahoma State University, Stillwater, OK 74078.

Because of the time squeeze, Voyles said he would accept inquiries by telephone at (405) 624-6886.

WANT TO TALK ABOUT WORLD FOOD?

If you're working on a speech or feature for World Food Day, the Special Programs Division in USDA's Office of Information may have some helpful materials.

In addition to an information kit, international public affairs specialist Larry B. Marton has developed 6 pages of talking points specifically designed for speech and feature writers.

He also has a list of key USDA World Food Day speakers available if you're involved in a function that could use an outside speaker.

Marton can be reached via Dialcom electronic mailbox AGR009, or call at (202) 447-5881.

EXTENSION DEPUTY INFO DIRECTOR NAMED

Patricia Loudon has been appointed deputy director of information-communications for USDA's Extension Service, effective Oct. 14.

Loudon has been manager of publications and editor of EXTENSION REVIEW magazine since an Extension Service reorganization three years ago. In her new position, she will be deputy to Ovid Bay, Extension Service's director of information-communications.

Loudon is president-elect of the Agricultural Communicators in Education (ACE) which includes communicators both inside and outside the land grant system.

A native of Maryland, Loudon holds degrees from Immaculata College and the University of Maryland's School of Journalism.

USDA NEWS DIVISION GAINS NEW STAFFERS

Paula Zeller, a public affairs specialist with USDA's Food Safety & Inspection Service, and Deborah Smith, a public affairs specialist with the Publishing Division of USDA's Office of Information, have joined OI's News Division staff.

Marci Hilt will shift from the press operation to media liaison work within the News Division. Denver Browning has been reassigned from the News Division to OI's Special Programs Division.

News Division chief Jim Lafferty said the addition of Zeller and Smith to the press staff and the other changes will help the division "to provide an increased level of service."

FARM-CITY MATERIALS READY FOR USE

Those interested in promoting better understanding between rural and urban folks may be interested in materials developed for National Farm-City Week Nov. 16-22.

Key contact is W. Thomas Nelson, Jr., secretary of the National Farm-City Council. He's at National Headquarters, Kiwanis International Building, 3636 Woodview Trace, Indianapolis, IN 46268-3196. His telephone number is (317) 875-8755.

The Special Programs Division of USDA's Office of Information is updating a handy little publication, "The Nation's Largest Industry," which describes the importance of agriculture to the nation's economy. Copies will be available soon from the Special Programs Division, Room 536-A, Office of Information, U.S. Department of Agriculture, Washington, DC 20250, or by sending electronic message to Dialcom mailbox AGR009.

Placemats which graphically portray what a family of four eats in a year are available free from Trudy Bryan, Public Affairs Department, The Du Pont Company, Wilmington, DE 19898. Her telephone number is (302) 773-3296.

A series of radio actualities, using statements of male, female, black and Hispanic officials, are available from Herb Plambeck, Living History Farms, 4909 Harwood Drive, Des Moines, IA 50312. Plambeck's telephone number is (515) 277-5146.

There are even reportedly some bumper stickers being developed in Florida, but this couldn't be confirmed by press time. Better ask Nelson about them.

'KILLER HYDRILLA'? RESEARCH DRAMATIZED

Never satisfied with the ordinary, Gary Crawford of the Radio & Television Division of USDA's Office of Information, packaged a research report in a sci-fi format as part of the division's "Agritape" farm program report No. 1411.

One of several stories Crawford found at the Ohio Agricultural Research & Development Center, the feature deals with the work of Dr. Finnie Murray, who put human growth-control genes into livestock animals.

In a note to broadcasters, Crawford explained: "The gist of the story in cut #5 is true. We have put it into a '50s science fiction movie format simply because the idea of creating giant animals makes people think of those old films. Our treatment of the story is not at all meant to ridicule the very important research being done. We just thought that people might pay more attention if we had some fun with it. We hope you agree."

Who wouldn't want to hear that one?

But Crawford doesn't have a monopoly on ZOUNDS! sounds. Over in OI's Video & Film Division, they're turning out two videotaped stories called "Project MADDSAP" and "Killer Hydrilla." Ron Hamilton is shooting them in Gainesville, Fla., and Byron, Ga.

The MADDSAP project shows a unique remote-controlled drone aircraft used to control pests in fruit and nut orchards. Hydrilla is a water weed difficult to control which has shown up in the Potomac River. USDA Agricultural Research Service scientists are working on both projects and the stories of their work will be released to TV stations in the form of research reports.

BROADCASTER HIGHLIGHTS CONSERVATION

Conservation is not just the farmer's problem but the community's problem--the nation's problem--and farmers shouldn't be expected to bear the total cost of it. That message is an integral part of Art Sechrest's new 5-minute "Conservation Update" tape made available to radio stations throughout Illinois.

Sechrest, who is president this year of the National Association of Farm Broadcasters and farm director at Radio Station WJBC in Bloomington, Ill., started the Saturday morning series Aug. 4 in cooperation with the Illinois Association of Soil and Water Conservation Districts.

There are 30 stations already receiving Sechrest's Farm Radio Illinois program, but the conservation series is offered to stations all over the state because the general public is part of the target audience, along with the regular farm audience.

WORLD FOOD DAY SATELLITE CONFERENCE SET

A World Food Day satellite conference is scheduled Oct. 16, from 12 noon to 3 p.m. Those interested in receiving will need a down link with West Star IV, transponder 10-D. It will be coordinated by National University Teleconferencing Network (NUTN) at Oklahoma State University.

For technical details, contact NUTN Coordinating Office, 330 Student Union, Oklahoma State University, Stillwater, OK 74078, or call (405) 624-5191. Details of the program will be sent by hard copy.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or to AGRO02 mailbox on the Dialcom system, or call (202) 447-7454.

